

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application. Please add Claims 18-26.

Listing of Claims:

C/ Claims 1-8 – (canceled)

9. (previously presented) An advertisement print being printed on a plane print carrier, and which print is plane and lies in the same plane as the print carrier and comprises a primary figurative element depicting an advertisement in a first dimension and a second dimension, which primary figurative element when seen in a direction perpendicular to the plane of the print carrier constitutes an angle $\alpha+90^\circ$ between the first dimension and the second dimension, and which primary figurative element when seen in a given oblique direction between a viewer and the print shows a first dimension and the second dimension as forming a plane of advertisement, which plane of advertisement is directed obliquely outwards of the plane of the print carrier, wherein the advertisement print comprises a secondary figurative element depicting the advertisement in a third dimension, that the secondary figurative element when seen in a direction perpendicular to the plane print carrier constitutes an angle $\alpha+\beta$ between the first dimension and the third dimension and an angle $\beta+90^\circ$ between the first dimension and the third dimension and which secondary figurative element when seen in the given oblique direction between the viewer and the print shows the third dimension as directed perpendicular to

the plane of advertisement being formed by the first and the second dimension and that the angles α , β are different from 0° .

10. (previously presented) An advertisement print according to claim 9, wherein the secondary figurative element is a shadow of the primary figurative element.

11. (previously presented) An advertisement print according to claim 9, wherein the secondary figurative element is a relief of the primary figurative element.

d 12. (previously presented) An advertisement print according to claim 9, wherein the print comprises a tertiary figurative element depicting surroundings of the primary and secondary figurative element, that the tertiary figurative element when seen in a direction perpendicular to the plane print carrier is applied with an angular displacement and which tertiary figurative element when seen in the given oblique direction between the viewer and the print shows the tertiary element as being plane and lying in the plane of the print carrier.

13. (previously presented) An advertisement print according to claim 12, wherein the tertiary figurative element constitutes a foreground, a frame, or a background.

14. (previously presented) An advertisement print according to claim 9, wherein the print is made of a curable, liquid printing ink, that the ink is applied to the plane print carrier in a liquid state, and that the ink is cured on the plane print carrier.

15. (previously presented) An advertisement print according to claim 9, wherein the print is made by printing on a carrying medium and that the carrying medium is laid on the plane print carrier.

16. (previously presented) An advertisement print according to claim 11, wherein the plane print carrier is a ground surface.

d 17. (previously presented) An advertisement print according to claim 9, wherein the plane print carrier is a vertical surface.

18. (new) A planar print being printed on a planar print carrier, comprising a primary figurative element in a first dimension and a second dimension, said primary figurative element when viewed from a direction perpendicular to the planar print carrier includes a first predetermined non-zero angle plus 90° between the first dimension and the second dimension, and said primary figurative element when viewed from a predetermined oblique direction between a viewer and the print gives the appearance to the viewer of said first dimension and said second dimension forming an image plane which extends perpendicularly outwardly from the planar print carrier, said planar print further comprising a secondary figurative element depicting the planar print in a third dimension, said secondary figurative element when viewed from a direction perpendicular to the plane print carrier includes an angle of a sum of said first predetermined non-zero angle and a second predetermined non-zero angle between the first

dimension and the third dimension and said second predetermined angle plus 90° between the first dimension and the third dimension and said secondary figurative element when viewed from said predetermined oblique direction between the viewer and the print gives the appearance to the viewer of the third dimension being directed perpendicularly to the image plane.

19. (new) The print according to claim 18, wherein the secondary figurative element is a shadow of the primary figurative element.

20. (new) The print according to claim 18, wherein the secondary figurative element is a relief of the primary figurative element.

21. (new) The print according to claim 18 further comprising a tertiary figurative element depicting surroundings of the primary and secondary figurative elements, wherein the tertiary figurative element when viewed in a direction perpendicular to the plane print carrier has an angular displacement and the tertiary figurative element when viewed in said predetermined oblique direction between the viewer and the print gives the appearance to the viewer of the tertiary element being planar and lying in the plane of the print carrier.

22. (new) The print according to claim 21, wherein the tertiary figurative element comprises a foreground, a frame, or a background.

c 23. (new) The print according to claim 18, wherein the print is made of a curable, liquid printing ink, that the ink is applied to the planar print carrier in a liquid state, and that the ink is cured on the planar print carrier.

24. (new) The print according to claim 18, wherein the print is made by printing on a carrying medium and that the carrying medium is laid on the planar print carrier.

25. (new) The print according to claim 20, wherein the planar print carrier is a ground surface.

26. (new) The print according to claim 18, wherein the planar print carrier is a vertical surface.
